

Press Release



FOR IMMEDIATE RELEASE

Tickets for Zee Cine Awards 2011 go on sale

Be part of a spectacular star-studded night at
Marina Bay Sands on 14 January 2011

Singapore (November 24, 2010) – Marina Bay Sands, Asia's leading destination for business, leisure and entertainment, is pleased to announce that tickets for Zee Cine Awards 2011 are now on sale.

Having completed 12 glorious years, the star-studded event looks set to be an extraordinary night of celebrations for Bollywood stars and viewers alike.

Slated for 14 January 2011, the award ceremony will introduce the dashing Akshay Kumar as the host for the first time ever. One of the leading actors in Bollywood who has also performed with international celebrities like Kylie Minogue, Akshay Kumar will add star power to the glamorous event, with the witty Sajid Khan as his co-host.

Ticket-holders will experience an evening of spectacular performances, from India's best choreographed dances to hit songs from award-winning movies, all expressing the beautiful world of cinematography through colour, humor and music. A-list celebrities such as King Khan - Shahrukh Khan, the sizzling Priyanka Chopra, the handsome Arjun Rampal and the mesmerizing Deepika Padukone will bedazzle the crowd with their amazing performances during Zee Cine Awards 2011.

Come January next year, Southeast Asia's largest ballroom – Sands Grand Ballroom – will be transformed into a magnificent theatre infused with the opulence of Bollywood. To accommodate the larger-than-life setup, the stage is being custom-made from scratch and will be created for better viewing pleasure from every seat.

Marina Bay Sands President and Chief Executive Officer, Mr. Thomas Arasi said, "We are delighted that the months of hard work that has gone into planning Zee Cine Awards is materializing into an event of such splendor. This is our first time hosting an event of such caliber and this will definitely be the start of many new ventures ahead."

To commemorate this special event, Marina Bay Sands is also offering an exclusive package that combines attractive rates for hotel room stays and show tickets. Additional information on these room packages are available on the Marina Bay Sands' official website www.marinabaysands.com.

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The wait is over! Tickets are now on sale at <http://www.marinabaysands.com/ticketing>

TICKETING INFORMATION

SECTION	TICKET PRICE inclusive of 7% GST
VVIP	\$997.00
VIP	\$697.00
A Reserve	\$597.00
B Reserve	\$387.00
C Reserve	\$277.00
D Reserve	\$197.00

** Ticket prices are exclusive of Sistic booking fees*

ABOUT MARINA BAY SANDS

Marina Bay Sands will be the leading business, leisure and entertainment destination in Asia. It will feature large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, a museum, the best shopping mall in Asia, world-class celebrity chef restaurants, a casino, Paiza Club for premium players, an outdoor event plaza and theaters debuting with "The Lion King." For more information, please visit www.marinabaysands.com.

About Zee:

Zee Entertainment Enterprises Limited is one of India's leading television, media and entertainment companies. It is amongst the largest producers and aggregators of Hindi programming in the world, with an extensive library housing over 80,000 hours of television content. With rights to more than 3,000 movie titles from foremost studios and of iconic film stars, Zee houses the world's largest Hindi film library. Through its strong presence worldwide, Zee entertains over 500 million viewers across 167 countries.

Pioneer of television entertainment industry in India, Zee's well known brands include Zee TV, Zee Cinema, Zee Premier, Zee Action, Zee Classic, Ten Sports, Zee Sports, Zee Cafe, Zee Studio, Zee Trendz, Zee Jagran, Zing, ETC Music and ETC Punjabi. The company also has a strong offering in the regional language domain with channels such as Zee Marathi, Zee Bangla, Zee Telugu, Zee Kannada, Zee Talkies and Zee Cinemalu.

The Zee stable owns an integrated range of businesses. All of these in singularity adhere to the content-to-consumer value chain model of media and entertainment business. Zee is a pioneer in every aspect of content aggregation and distribution through traditional media like satellite and cable and new media like the internet, in India.